I claim:

1. A composite on a surface of a substrate, wherein said composite comprises:
   a) a first coating comprising pigment and binder polymer;
   b) reflective beads; and
   c) a clear coating, comprising binder polymer.

2. The composite of claim 1, wherein said binder polymer has a glass transition temperature of -10°C to 70°C.

3. The composite of claim 1, wherein said clear coating has a percent visible light transmission of 80 to 100% when measured at a coating thickness of 500 microns.

4. The composite of claim 1, wherein said clear coating has a percent visible light transmission of 85 to 100% when measured at a coating thickness of 500 microns.

5. The composite of claim 1, wherein said clear coating has a percent visible light transmission of 90 to 100% when measured at a coating thickness of 500 microns.

6. The composite of claim 1, wherein said reflective beads are spherical, or approximately spherical glass beads.

7. The composite of claim 1, further comprising at least one absorber, wherein said absorber is selected from the group consisting of organic super absorbent polymers, ion-exchange resins, hollow sphere polymers, molecular sieves, talcs, inorganic absorbers,

porous carbonaceous materials, non-porous carbonaceous materials, and mixtures thereof.

8. The composite of claim 1, wherein:

a) said surface of said substrate is a road surface; and

b) said composite is a traffic marking.

9. A method for preparing a composite on a surface of a substrate, the method comprising the steps of:

1) applying at least one first coating composition, comprising pigment, binder polymer, and water, to said surface;

2) applying at least one clear coating composition, comprising binder polymer and water, to said surface to which said first coating composition has been applied;

3) applying reflective beads simultaneously, or nearly simultaneously, with at least one of steps 1 or 2; and

4) allowing the compositions to dry.

10. A method for preparing a composite on a surface of a substrate, the method comprising the steps of:

1) applying at least one first coating composition, comprising pigment, binder polymer, and water, to said surface;

2) applying at least one clear coating composition, comprising binder polymer and water, to said surface to which said first coating composition has been applied;

3) applying reflective beads in at least one step between any two consecutive steps; and

4) allowing the compositions to dry.

11. The method of claim 9 or 10, wherein said binder polymer has a glass transition temperature of -10°C to 70°C.

12. The method of claim 9 or 10, wherein said clear coating composition, when dried to form a coating of thickness equal to 500 microns, displays a percent visible light transmission of 80 to 100%.

13. The method of claim 9 or 10, wherein said clear coating composition, when dried to form a coating of thickness equal to 500 microns, displays a percent visible light transmission of 85 to 100%.

14. The method of claim 9 or 10, wherein said clear coating composition, when dried to form a coating of thickness equal to 500 microns, displays a percent visible light transmission of 90 to 100%.

15. The method of claim 9 or 10, wherein said reflective beads are spherical, or approximately spherical, glass beads.

16. The method of claim 9 or 10, further comprising the step of applying at least one absorber,

wherein said absorber is selected from the group consisting of organic super absorbent polymers, ion-exchange resins, hollow sphere polymers, molecular sieves, talcs, inorganic absorbers, porous carbonaceous materials, non-porous carbonaceous materials, and mixtures thereof.

17. The method of claim 9 or 10,

wherein:

a) said surface of said substrate is a road surface; and

b) said composite is a traffic marking.